

**SHIVAJI PRABHAKAR KAVATE**

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Pin-422101.

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**Sales & Business Development Professional with B.Tech in Agricultural Engineering having 2 years and 6 month of sales and marketing experience in Farm equipment Sector. An independent and self-motivated graduate with proven and tested negotiation, sales and marketing skills.**

**ORGANISATIONAL EXPERIENCE**

*1) Mahindra and Mahindra Ltd, Farm Equipment Sector-Aug'18 to till date as Sales Promoter Executive for Aurangabad and Jalna, currently for Latur and Beed.*

**Notable Distinctions:-**

- Planning and Execution of events like local level sales promotion campaigns, product launches etc.
- AM Co-ordination- Sales forecast, Product Information, Stock Status & Market Analysis.
- Dealer handling, Manpower handling, Rural Marketing, Market forecasting and data analysis.
- Track the competitor activities, capture feedback on performance of competitor and our products.
- Ensure IS (Institutional Sale) through channel partner and liaise with Social welfare officers.
- Train the salesman on pre-sale and sales process, new product features/modifications as per M&M guidelines.
- A proactive planner with experience in market plan execution and sales efforts with skills in staffing, branding (ATL/BTL) and product promotions and launches.
- Hot prospective visit with sales team for conversion.
- Conduct Market Development activities– Demonstrations, Customer Meets, Pocket Customer Meets, Mechanic Meets, Van Campaign, Product Launch, Bazar display, Road Shows for Enquiry Generation.
- Ensure availability of trained manpower in adequate quantity for dealership.

***Achievements:***

- Instrumental in enhancing market share for tractors with appointment of new salesmen at dealerships.
- Leading role in organizing **Field activities** Road Shows, Demonstration, Customers Meet, Bazar display **for sales promotion.**
- Highest growth in year 2018-19 for sales in **Jalna Dealership.**
- Highest growth in year 2019-20 for sales in **Beed and Latur Dealership.**
- Successfully start New Channel Partners for **Ashti** Tahesil Dist-Beed.

## INPLANT TRAINING

*Same Deutz-Fahr Ltd Farm Equipment Sector -Jan'17 to Apr'17 as Trainee- Sales Promoter Executive for Aurangabad.*

### Responsibilities Handled:

- Planning and Execution of events like local level sales promotion campaigns, product launches etc.
- Conduct Market Development activities– Demonstrations, Customer Meets, Van Campaign, Product Launch, Road Shows, Bazar display, Kisan exhibition for Enquiry Generation.
- Hot prospective visit with sales team for conversion.

## SUMMER INTERNSHIP

- Thermax Pvt. Ltd., Pune, (For 1 month)
- Solum Automobile System Pvt. Ltd., Pune, (For 1 month)
- Production of Soyamilk and Soyapaneer held at Central Institute of Agricultural Engineering, Bhopal, (For 1 month).

## GRADUATION PROJECT

- Project Title: Design of flood and Drain Vertical Hydroponic System.

## COMPUTER SKILLS & IT LITERACY

- MS-CIT, Well-versed with MS Office, Windows Operating Systems, Knowledge of C-language & other basic computer applications.

## EDUCATIONAL DETAILS CO-CIRRICULAR ACTIVITIES

- **B.Tech (Agricultural Engineering)** – Mahatma Phule Krishi Vidyapeeth, Rahuri with **67.30%** (2017).
- **H.S.C** - Maharashtra State Board of Higher Secondary Education with **60.00%** (2010).
- **S.S.C** - Maharashtra State Board of Secondary Education with **66.30%** (2008).

## CO-CIRRICULAR ACTIVITIES

- Successfully participated in poster presentation competition organized by “The Institution of Engineers”, Kolhapur. (2016).
- Successfully participated in National level seminar on “FMCG-Navigation Future” in AGRI SUMMIT'16 held at Symbiosis Institute of International Business, PUNE.
- Successfully participated in 1<sup>st</sup> International Conference on opportunities in the Maharashtra agriculture for students and researcher based on the *Israel* experience of innovation and entrepreneurship in agriculture.
- Successfully participated in “NCC A-Cert” Examination.

## PERSONAL DETAILS

**Name** : Shivaji Prabhakar Kavate.  
**Date of Birth** : 2<sup>nd</sup> March 1992.  
**Sex** : Male  
**Marital Status** : Unmarried  
**Languages Known** : English, Hindi and Marathi.  
**Nationality** : INDIAN.

I hereby declared that the above information is true to the best of my knowledge.

**Place:** Beed

**Shivaji Prabhakar Kavate.**